



Board of Trustees  
**Advancement Committee Meeting**  
September 25, 2014  
UCF FAIRWINDS Alumni Center

**MINUTES**

**CALL TO ORDER**

Trustee Richard Crotty, chair of the Advancement Committee, called the meeting to order at 11:23 a.m. in the UCF FAIRWINDS Alumni Center on the UCF Orlando campus. Board chair Olga Calvet and committee members Weston Bayes, Clarence Brown, Alan Florez, Alex Martins, and Beverly Seay were present. A quorum was confirmed. Trustees Marcos Marchena and Reid Oetjen and Florida Board of Governors Chancellor Marshall Criser were present.

**MINUTES**

The minutes from the May 22, 2014, meeting were approved as written.

**ADVANCEMENT COMMITTEE UPDATES**

University and Government Relations

Dan Holsenbeck, Vice President for University Relations, reported that the next major event in legislative activity is the November election. UCF has agreed to be an early voting site, serving our students and the surrounding community.

The principal objective for the next legislative session is to secure dollars for several facilities, many of which were discussed during the committee sessions held on September 25, 2014.

Following the November election, President Hitt and members of the University Relations team will be visiting county delegation forums, and Holsenbeck invited all Trustees to attend.

Alumni, Development, and Foundation

Bob Holmes, Vice President for Alumni Relations and Development, reported that the Foundation has secured an additional \$29 million in cash, pledges, and oral commitments since the last report to the board in July. This number also includes the largest planned gift received, a charitable lead trust of \$7 million.

Funding for the Wayne Densch Center for Student-Athlete Leadership has been finalized and ground-breaking is planned for December 2014.

Three development officers from the Foundation shared success stories about their travels across the country as they engaged with alumni who have not been connected to UCF in recent years. The results of these visits may yield several seven-figure gifts.

### Communications and Marketing

Grant Heston, Vice President for Communications and Marketing, noted that the mission of this new division is to promote and protect the UCF brand in the interest of our university students, faculty, staff, alumni, and friends.

Heston reported the continued success of WUCF TV with both community support and viewership exceeding goals for the past three years. Community support for WUCF TV is above the national average in giving.

The office of News and Information continues to receive thousands of media placements, including several stories that have aired nationally in recent months.

University Marketing is strengthening the UCF brand by producing viewbooks, guidebooks, and other resources that are attracting students to UCF. UCF's Website and UCF's Facebook page have views in the millions and continue to grow each year.

Chair Crotty adjourned the meeting at 11:58 a.m.